

**Proposed Modifications to Land Use Scenario Guidelines for Innovative Economy and Vibrant Arts and Culture  
Based on June 23 Task Force Meeting Input**

**B. Innovative Economy (*Economic Development/Housing*)**

5a. Provide sufficient quantities and types of employment lands to accommodate ~~200,000~~      (TBD) new jobs, which is an employment growth level that is ~~45~~      (TBD)% higher than current projections.

5b. Create complete employment areas that also include business support uses, mixed uses, public and private amenities, restaurants and retail services that serve both adjacent businesses and the employees of these businesses.

5c. Ensure that the General Plan provides the type and quantity of lands necessary to meet the projected needs of businesses that drive innovation

5d. Provide sufficient quantity and types of housing land to accommodate the city's projected population and to meet the needs of the city's future workforce.

6. Reinforce Downtown, North San Jose, Edenvale, and the Monterey Corridor as key employment areas.

7. Ensure that sufficient light and heavy industrial lands are available ~~in 2040~~ to meet or exceed the projected needs of residents and businesses in 2040.

8. Create opportunities for uses that support a self-sufficient city in terms of recycling, waste management, resource use and conservation, energy generation and ~~corporation yards and other heavy~~ industrial activities.

9. Provide employment lands that accommodate more than the 25,000 clean tech job goal established in the Green Vision.

10. Provide a sufficient quantity of land to accommodate the projected retail demands of residents and businesses.

**F. Vibrant Arts and Culture (*Downtown Revitalization, Urban Conservation/Preservation*)**

~~19. Reinforce and strengthen Downtown San Jose as the cultural and symbolic heart of San Jose and as an economic center with appropriate housing.~~ Reinforce and strengthen Downtown San Jose as the symbolic heart of San Jose and as an employment, an entertainment and a cultural center, with appropriate housing. (*This Guideline Moved to A. Interconnected City as 4b.*)

19. Enhance neighborhoods and other areas of the City that provide San Jose with a sense of identity and a historic and cultural richness.

## Tracking of Task Force Comments and Proposed Guidelines Modifications

### B. INNOVATIVE ECONOMY:

#### **Guideline #5:**

##### **Previous Guideline Text**

5. Provide sufficient quantities and types of employment lands to accommodate 200,000 new jobs, which is an employment growth level that is 15% higher than current projections.

##### **Task Force Comments**

- This guideline should be combined with Guideline #10. Should co-locate complimentary opportunities. Having industrial/economic complexes that include hotels, mixed use, amenities, restaurants, and things to do during the lunch hour would help accommodate different phases of business development. *(New Guideline 5. proposed below).*
- If we only plan to accommodate 200,000 new jobs, we would be in the same jobs/housing ratio as we are in today. The number is too low and would not improve the fiscal stability of the City. *(See modification below. A specific goal will not be set until we have more Economic Information from our consultant.)*
- Need to attract well-paying jobs. *(This comment is not specifically related to the development of land use scenarios. Comment will be referred to the development of Envision San Jose goals and policies)*
- This guidelines target jobs, but not housing permits. There will be 1,300 housing permits issued in 2008, which include both affordable and market range units. That number is low for a metropolitan city. Would like to issue more housing permits for all types of housing. A quantifiable target should be established for housing production. *(See proposed new Guideline 5d below under “General Task Force Comments on Innovative Economy Guideline.” Housing Targets are established by the State of California and the Bay Area Association of Governments every five to 7 years as part of the legally required General Plan Housing Element Update.)*
- Need to address the idea of the home office. More employment will be manifested in the home, not in an industrial park. If the City is going to accommodate 250,000 new jobs, how many are going to be in the neighborhood, and how is that going to affect housing? *(The Task Force will be receiving additional information on economic and employment trends and how these trends could affect land use.)*
- Some of the employment in the City can occur in residential areas. Rather than forcing small businesses to apply for a General Plan amendment, there should be an overlay that allows small businesses to operate in neighborhoods. *(The Task Force will be receiving additional information on economic and employment trends and how these trends could affect land use.)*
- Manufacturing is not dead in San Jose. There are three new manufacturing facilities in Edenvale focusing on the solar industry. *(The Task Force will be receiving additional information on economic and employment trends and how these trends could affect land use.)*

### **Proposed Modifications to Guideline**

5a. Provide sufficient quantities and types of employment lands to accommodate ~~200,000~~      (TBD) new jobs, which is an employment growth level that is ~~15~~      (TBD)% higher than current projections.

### **Proposed New Guideline**

5b. Create complete employment areas that also include business support uses, mixed uses, public and private amenities, restaurants and retail services that serve both adjacent businesses and the employees of these businesses.

## **Guideline #6:**

### **Previous Guideline Text**

6. Reinforce Downtown, North San Jose, Edenvale, and the Monterey Corridor as key employment areas.

### **Task Force Comments**

- Coyote Valley is not mentioned as an employment area. The existing General Plan designates 50,000 jobs in North Coyote Valley. That was planned 26 years ago and based on the assumption that corporations wanted monolithic development on the peripheral of the City. That type of development does not support our vision. *(The future of Coyote valley will be discussed in the development of land use scenarios and in the development of goals and policies.)*
- Would like to see scenarios that include Coyote Valley and do not include Coyote Valley. Building out Coyote Valley the way it is planned now does not meet our goals. *(The future development of Coyote Valley will be referred to the development of land use scenarios)*

### **Proposed Modifications to Guideline**

None

## **Guideline #7:**

### **Previous Guideline Text**

7. Ensure that sufficient light and heavy industrial lands are available in 2040 to meet or exceed the projected needs of residents and businesses.

### **Task Force Comments**

- Commend addressing heavy and light industrial uses. Manufacturing is a critical piece in California. Should there be protections or incentives on industrial land? Want clean-tech jobs. Clean-tech jobs are high-quality and high-paying jobs. *(More discussion on employment land needs and possible economic strategies will occur in the coming months )*
- Should move the words, “in 2040”, to the end of the sentence. The guideline should read: “..lands are available to meet or exceed the projected needs of residents and businesses *in 2040.*” The land should be available for our needs in the year 2040. *(See proposed modification below)*

### **Proposed Modifications to Guideline**

7. Ensure that sufficient light and heavy industrial lands are available ~~in 2040~~ to meet or exceed the projected needs of residents and businesses in 2040.

## **Guideline #8:**

### **Previous Guideline Text**

8. Create opportunities for uses that support a self-sufficient city in terms of recycling, waste management, corporation yards and other heavy industrial activities.

### **Task Force Comments**

- Should add “resource conservation” (use less water, or recycle) to support the goal of being a self-sufficient city. *(See proposed modification below)*
- Need to add energy. *(See proposed modification below)*
- Should have a separate guideline that addresses the economic uses that support a fiscally sustainable city. *(See proposed modification to Guideline #18 below)*

### **Proposed Modifications to Guideline #8**

8. Create opportunities for uses that support a self-sufficient city in terms of recycling, waste management, resource use and conservation, energy generation and ~~corporation yards and other heavy~~ industrial activities.

### **Proposed Modification to Guideline #18**

18. ~~Improve the fiscal condition of the City.~~ Ensure fiscally sustainable City, in part, by providing adequate land for uses that generate tax revenue for the City.

## **Guideline #10:**

### **Previous Guideline Text**

10. Provide a sufficient quantity of land to accommodate the projected retail demands of residents and businesses.

### **Task Force Comments**

- Recent retail developments (e.g., The Plant and Market Center shopping centers) do not support a walkable community because they tend to be auto-oriented. Retail developers business plans often conflict with the goal of Envision San Jose 2040. This guideline is not going to be easy to achieve. *(This comment will be referred to the development of land use scenarios and the development of goals and policies. The Task Force will receive additional information on retail market trends this fall.)*
- This guideline should be combined with Guideline #5. Should co-locate complimentary opportunities. Having industrial/economic complexes that include hotels, mixed use, amenities, restaurants, and things to do during the lunch hour would help accommodate different phases of business development. *(See new Guideline 5b above.)*

### **Proposed Modifications to Guideline**

None

### **Proposed New Guideline**

See proposed new Guideline 5b above.

## **General Task Force Comments on Innovative Economy Guidelines:**

- Need to incorporate the arts community into the economy. Could create arts corridors Downtown. The arts also help the economy. *(This comment is not specifically related to the development of land use scenarios, and will be referred to the development of General Plan goals and policies.)*
- There should be a more overt linkage between economic development and housing. *(See proposed new Guidelines 5c and 5d below)*
- There is a new industry of small farms that provide produce to restaurants (urban farming). There is a negative environmental consequence of transporting food. Need to address how to support the urban environment diet. *(Comment addressed by Guideline 15. Further discussion on this topic will be referred to the development of goals and policies.)*
- Need to encourage manufacturing facilities to be a zero-waste business. *(This comment is not specifically related to the development of land use scenarios and will be referred to the development of General Plan goals and policies.)*

### **Proposed New Guidelines**

5c. Ensure that the General Plan provides the type and quantity of lands necessary to meet the projected needs of businesses that drive innovation

5d. Provide sufficient quantity and types of housing land to accommodate the city's projected population and to meet the needs of the city's future workforce.

## **VIBRANT ARTS AND CULTURE**

### **F. Guideline #19:**

#### **Previous Guideline Text**

19. Reinforce and strengthen Downtown San Jose as the cultural and symbolic heart of San Jose and as an economic center with appropriate housing.

#### **Task Force Comments**

- Should focus not just on Downtown San Jose. There are other areas of the City that are cultural and symbolic. *(See proposed modification to, and relocation of Guideline #19 below. Comment will be referred to the development of Envision San Jose goals and policies.)*
- There are existing cultural resources. They should be identified and addressed. *(This comment is not specifically related to the development of land use scenarios. Comment will be referred to the development of Envision San Jose goals and policies.)*

#### **Proposed Modifications to Guideline**

~~19. Reinforce and strengthen Downtown San Jose as the cultural and symbolic heart of San Jose and as an economic center with appropriate housing.~~ Reinforce and strengthen Downtown San Jose as the symbolic heart of San Jose and as an employment, an entertainment and a cultural center, with appropriate housing. *(Note: This Guideline proposed to be moved to Interconnected City)*

### **Proposed New Guideline**

20. Enhance neighborhoods and other areas of the City that provide San Jose with a sense of identity and a historic and cultural richness.

### **TASK FORCE INPUT AND COMMENTS THAT WILL BE REFERED TO THE DEVELOPMENT OF ENVISION SAN JOSE 2040 GOALS AND POLICIES**

**(Note: This list will become an on-going list that will be continuously updated)**

- Need to attract well-paying jobs
- Need to address the idea of the home office. More employment will be manifested in the home, not in an industrial park. If the City is going to accommodate 250,000 new jobs, how many are going to be in the neighborhood, and how is that going to affect housing?
- Some of the employment in the City can occur in residential areas. Rather than forcing small businesses to apply for a General Plan amendment, there should be an overlay that allows small businesses to operate in neighborhoods.
- Coyote Valley is not mentioned as an employment area. The existing General Plan designates 50,000 jobs in North Coyote Valley. That was planned 26 years ago and based on the assumption that corporations wanted monolithic development on the peripheral of the City. That type of development does not support our vision.
- Commend addressing heavy and light industrial uses. Manufacturing is a critical piece in California. Should there be protections or incentives on industrial land? Want clean-tech jobs. Clean-tech jobs are high-quality and high-paying jobs.
- Need to identify and address the underserved areas of the city.
- Need to protect health care land and facilities, in terms of employment. (*See Guideline #17*).
- The retail demands of residents of business need to be addressed (*See Guideline #10*).
- Recent retail developments (e.g., The Plant and Market Center shopping centers) do not support a walkable community because they tend to be auto-oriented. Retail developers business plans often conflict with the goal of Envision San Jose 2040. This guideline is not going to be easy to achieve.
- The General Plan should develop strategies to attract people to San Jose.
- Tourism should be addressed. Tourism brings people to the City.
- Some of the employment in the City can occur in residential areas. Rather than forcing small businesses to apply for a General Plan amendment, there should be an overlay that allows small businesses to operate in neighborhoods.
- There are existing planned and proposed transit corridors. But some of the proposed transit corridors do not have funding, so plans are based on something that is not financed. That is not sustainable.
- Need to encourage manufacturing facilities to be a zero-waste business. There is a new industry of small farms that provide produce to restaurants (urban farming). There is a negative environmental consequence of transporting food. Need to address how to support the urban environment diet.
- Need to incorporate the arts community into the economy. Could create arts corridors Downtown. The arts also help the economy.

- Should focus not just on Downtown San Jose. There are other areas of the City that are cultural and symbolic. (*See Proposed new Guideline 19 above*).
- There are existing cultural resources. They should be identified and addressed (*See Proposed new Guideline 19 above*).

**TASK FORCE INPUT AND COMMENTS THAT WILL BE REFERED TO THE  
DEVELOPMENT OF ENVISION SAN JOSE PERMORMANCE MEASURES  
(Note: This list will become an on-going list that will be continuously updated)**

- Need to perform midterm checks on the progress of goals.
- Improving the fiscal health of the City should be a guideline that every decision is measured against.